

OCBC BANK OPENS LARGEST KLANG VALLEY BRANCH, IN CHERAS

Bank's 15,000 square foot retail space includes over 2,000 safe
deposit boxes

Kuala Lumpur, 10 January 2012 – OCBC Bank (Malaysia) Berhad (OCBC Bank) today opened its largest branch in the Klang Valley, in the affluent and vibrant township of Alam Damai, Cheras.

The branch, featuring over 15,000 square feet in retail space and 20,000 square feet overall, comes complete with over 2,000 safe deposit boxes, a service that remains a rarity in Cheras.

With this OCBC Bank now has 31 conventional and five OCBC Al-Amin Islamic banking branches nationwide.

Speaking at a press conference to announce the commencement of operations of the branch, Director & CEO Mr Jeffrey Chew said the Cheras branch now effectively fills the remaining southeast corridor of OCBC Bank's coverage of the Klang Valley.

“Cheras is the one remaining strategic urban market centre where OCBC Bank has always wished to be present but was unable to due to the limited number of urban centre banking licences granted; so today's opening represents a significant milestone in our network delivery and service excellence journey.

“Strategically, our presence here is not just to service the needs of those in the immediate Alam Damai area but also anyone within a roughly 5 km radius from where we are. This has always been our branch opening strategy and it is no different for Cheras.

“Among the unique attractions of this branch would certainly be the large number of safe deposit boxes on offer – the largest among all OCBC Bank branches in the Klang Valley – which we believe will be snapped up quickly,” he said.

At the opening, Mr Chew also launched the *OCBC Express Credit Kiosk*, which allows consumers to apply for unsecured credit facilities such as credit cards and personal financing with minimal need for physical submissions. Through the Kiosk, the public may submit details about themselves via a touch screen, MyKad reader and biometric scanning.

“The *OCBC Express Credit Kiosk* is another step towards greater convenience and minimal paper usage. It paves the way for quicker, error-free and hassle-free applications for credit cards and personal financing,” he said, adding that the Kiosk will be available at all branches nationwide before the end of February.

Explaining the strategy behind the location of the branch, Mr Chew said the new operations will cater to the needs of individuals and businesses in both the immediate and surrounding areas of Cheras through the provision of both conventional and Shariah-compliant products and services.

“There is vast potential for banking growth in Cheras and, as a bank with a long history in the country, we are both committed to and excited about the prospect of growing with this fast-developing part of our nation.

“More specifically, we see Cheras as a community whose people are looking for more sophisticated products and services to help spur on their personal and business activities in order to achieve their aspirations. There are several business and residential areas in and around the vicinity, such as Desa Tun Razak, Bukit Mandarina, Bandar Damai Perdana, Taman Len Sen, Taman Bukit Cheras and Taman Bukit Anggerik, that we believe are ready for the kind of offerings we have in store,” he said.

Other surrounding neighbourhoods that are expected to benefit are Taman Connaught, Taman Segar, Taman Cuepacs, Taman Taynton and Bandar Tun Hussein Onn.

OCBC Bank is one of the leading foreign banks in Malaysia and is currently rated the world’s strongest bank by Bloomberg Markets.

The 3-storey Cheras branch is located at Jalan Damai Niaga Satu, Alam Damai, 56000 Cheras, Kuala Lumpur, and is designed to be staffed by up to about 70 staff, including about 30 business banking personnel.

It opens daily from 9.30am to 4.00pm, Monday through Friday, and offers the full range of OCBC Bank’s products and services.

Apart from the over 2,000 safe deposit boxes, the offerings here include a self-service banking lobby, retail and teller services, a business banking centre, and a sizeable high tech premier banking centre. The fully-automated area features cash and cheque deposit machines, alongside automated teller machines (ATMs) and the *OCBC Express Credit Kiosk*. It provides 24-hour services and is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

On the high tech premier banking centre, Mr Chew said the bank recognises the evolving needs of the affluent segment in Cheras and the need to adequately

cater to their banking aspirations through best-in-class personalized services, banking solutions and regional lifestyle benefits.

“We believe the availability of a brand new look and feel of an exclusive Premier Banking centre in this new branch, staffed by dedicated Relationship Managers and driven by holistic solutions will certainly help to meet with our customers favour,” he added.

About OCBC Bank

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world’s most highly-rated banks, with an Aa1 rating from Moody’s. It is also ranked by Bloomberg Markets as the world's strongest bank.

OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank’s key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of over 500 branches and representative offices in 15 countries and territories, including more than 400 branches and offices in Indonesia that are operated by its subsidiary, Bank OCBC NISP.

OCBC Bank’s insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which has been ranked among the top three private banks in Singapore.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

For more information, please visit www.ocbc.com